



WPTV

## ORDER

Print Date 08/24/12 Page 1 of 2

Flight Dates **08/27/12-08/28/12**

Contract / Revision **309177** / **Allen West for Congress**  
Original Date / Revision **08/24/12** **08/24/12** Agency Com **15%**  
Billing Contact  
Advertiser **West / Republican / Congress** **3299 K Street NW - Suite 200**  
**Washington, DC 20007**  
Agency **Strategic Media Services**  
Buying Contact Sales Office **EWSDC**  
**3299 K Street NW - Suite 200** Sales Region **NAT**  
**Washington, DC 20007** Agency Ref **2**

Order Sep 00:20:00  
Estimate # **Order # 55**  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-2  
Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Order Share 26% Market Value 55961

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	74%	41411
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	17	\$12,367.50	\$14,550.00	0.00	08/27/12	08/28/12	17	\$12,367.50	\$14,550.00
<b>Totals</b>	<b>17</b>	<b>\$12,367.50</b>	<b>\$14,550.00</b>	<b>0.00</b>					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	17	\$12,367.50	\$14,550.00	0.00	08/27/12	08/28/12	17	\$12,367.50	\$14,550.00
<b>Totals</b>	<b>17</b>	<b>\$12,367.50</b>	<b>\$14,550.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	WPTV	08/27/12	08/28/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 08/27/12	09/02/12	11-----		2	\$500.00								
N 2	WPTV	08/27/12	08/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 08/27/12	09/02/12	11-----		2	\$1,000.00								
N 3	WPTV	08/27/12	08/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00



WPTV

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Contract / Revision

309177

Flight Dates 08/27/12-08/28/12

Hiatus Dates

Original Date / Revision 08/24/12 / 08/24/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Spots	Amount	
N 3	WPTV	08/27/12	08/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   11-----   2   \$2,000.00   0.00															
N 4	WPTV	08/27/12	08/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   11-----   2   \$600.00   0.00															
N 5	WPTV	08/27/12	08/28/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$425.00	P-2	0.00	NM	2	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   11-----   2   \$425.00   0.00															
N 6	WPTV	08/27/12	08/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   11-----   2   \$600.00   0.00															
N 7	WPTV	08/27/12	08/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   11-----   2   \$950.00   0.00															
N 8	WPTV	08/27/12	08/28/12	M-F 730-8p M-F 730-8p	CM	730-8p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   11-----   2   \$950.00   0.00															
N 9	WPTV	08/27/12	08/28/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/27/12   09/02/12   1-----   1   \$500.00   0.00															
													Totals		
													17 \$14,550.00		